

What is claimed is:

1. A method for targeting advertising, including:

storing advertisement targeting information on a client; and
selecting at the client an advertisement for display based upon the advertisement
targeting information stored at the client.

2. A method for targeting advertising, including:

receiving information provided by a client;
selecting an agent based upon the information provided by the client;
sending the selected agent to the client, wherein the agent is adapted to select an
advertisement at the client based upon information stored at the client.

3. A method for targeting advertising, including:

receiving information about a recipient;
selecting an agent based upon the information received about the recipient;
sending the selected agent to a client, wherein the agent is adapted to select an
advertisement based upon private information stored at the client.

4. A method for targeting advertising, including:

sending an agent to a client;
receiving an advertisement request from an agent, wherein the request is based
upon information stored at the client;
sending an advertisement to the client based upon the advertisement request.